

TOURISM COMMITTEE MEETING

July 18 2019

3:00 p.m.

Members Present: Jim Zajkowski, Angie Logan, Jessi Mishler, Jeremy Poole and Kim Dimick

Others Present: Rob Kreibich, Rae Ann Ailts, Mike Darrow, and Marie Bannink

Jim Zajkowski called the meeting to order at 3:00 p.m.

Jeremy Poole moved to adopt the agenda as presented, seconded by Angie Logan, motion carried.

Jim Zajkowski moved to approve the minutes of April 4, 2019, seconded by Jeremy Poole, motion carried.

1st Quarter Room Tax Collection Report

Rae Ann Ailts presented the 1st Quarter Room Tax Collections.

Hotel	1Q19	YTD Total
AmericInn	\$6,835	\$6,835
AmeriVu	\$4,444	\$4,444
Asteria	\$1,911	\$1,911
Best Western	\$7,528	\$7,528
Ti Voglio Bene	\$43	\$43
Total	\$20,761	\$20,761
2019 Budget	\$25,000	\$100,000
Variance	\$(4,239)	\$(79,239)

Funding Request – Packer Tailgate Event (recap of event)

Rae Ann explained the Packer Tailgate Event took place on April 11. There was an additional cost to the City of \$3,325.00. At the last meeting the committee approved \$10,000.00 to help cover the additional costs to the City.

Tourism Funding Requests for 2020

The deadline for the applications were June 30th. This committee has set the criteria for the applications. The following have submitted their applications for 2020:

- Chamber of Commerce
- City of New Richmond
- New Richmond Utilities
- Hillside Series
- Disc golf

Each member was given a packet to evaluate the applications. There is \$169,000.00 being requested, which is higher than what is available. There was discussion on possibly funding only a portion of what is being asked or funding over a two year span. Rae Ann explained the criteria / scoring matrix. Included

in the matrix is the wording for the State Statue requirements. We will meet in August to review the criteria evaluations. Final decision will be given in September or October.

Communications/Miscellaneous

- The next Tourism Meeting will be held on August 22 at 3 p.m.; Rae Ann will send out follow-up details.
- There will be Library presentation by GC Studio next week, discussing the location for the library.

Angie Logan moved to adjourn the meeting, seconded by Jessie Mishler, motion carried.

Meeting adjourned at 3:33 p.m.